DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1.   A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 9/12/2008 has been entered.

2.   Amendment filed 9/12/2008 is entered. Claims 1-39, 46, 54 were previously canceled. Claims 39 and 47 were amended. Claims 59-60 were newly added. Claims 39-45, 47-53, 55-60 are pending for examination. Note: Claim 58 was left out from the present list of claims filed 9/12/2008 but the same has been included in the list of claims given below.

3.   Rejection of claims 47-53, and 55-58 under 35 USC 112, second paragraph is withdrawn in view of current amendments made to independent claim 47.

EXAMINER'S AMENDMENT

4.   An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with attorney Colleen V. Chien on 10/20/2008. Claims in the application have been amended as follows:

39. (Currently Amended) A computer-implemented method for providing information from a seller about an on-line group buying sale to a website for referring potential buyers to the on-line group buying sale, the method comprising:

receiving item data from each of a plurality of sellers that defines a featured item for an on-line group-buying sale, wherein each seller transmits the item data over an electronic network to a computerized facility configured to conduct a plurality of on-line group-buying sales for the featured items defined by the received item data over the electronic network;

receiving sales data from each of the plurality of sellers that provides each seller's directions for the on-line group-buying sale of the featured item, wherein each seller transmits the sales data over the electronic network to the computerized facility;

storing the item data and the sales data received from each seller in a data repository, wherein the computerized facility uses received sales data to conduct the plurality of on-line group-buying sales of featured items defined by received item data;

receiving instructions for selecting an on-line group buying sale from the plurality of on-line group buying sales for a website for referring potential buyers to an on-line group buying sale;

receiving from the referring website a request for information comprising a tag associated with the referring website;

receiving exclusivity preferences from the referring website;

responsive to the request for information, the tag, ~~and~~ the instructions for
selecting an on-line group buying sale, and the exclusivity preferences , using a filter to
select for the referring website an on-line group buying sale from the plurality of on-line
group buying sales;

generating a display associated with the selected on-line group buying sale;

generating a link to the display; and

providing the link to the referring website, whereby a potential buyer accessing
the referring website can access the link, and thereby access the display associated
with the selected on-line group buying sale and participate in the selected on-line group
buying sale.

40. (Previously Presented) The method of claim 39 wherein the request for
information from the referring website contains a sales criterion, and selecting for the
referring website an on-line group buying sale is performed responsive to the sales
criterion.

41. (Previously Presented) The method of claim 40 wherein the sales criterion
comprises at least one of: a timing criterion, a price criterion, a keyword criterion, and an
item criterion.

42. (Previously Presented) The method of claim 39 wherein the selected on-line
group buying sale is offered exclusively to potential buyers who access the selected on-
line group buying sale through the link provided to the referring website.

43. (Previously Presented) The method of claim 39 further comprising receiving instructions for displaying an on-line group buying sale from the referring website, and wherein generating a display is performed responsive to the instructions for displaying.

44. (Previously Presented) The method of claim 43 wherein the instructions for displaying specify displaying the selected on-line group buying sale in one of: a carousel scheme, a random scheme, and a shuffle scheme.

45. (Previously Presented) The method of claim 39 wherein the display comprises a link back to the referring website.

46. (Cancelled)

47. (Currently Amended) A computer program product for providing an on-line group buying sale to a referring website, the computer program product comprising a computer-readable medium encoded with computer program code for, causing a computer component to perform the steps of:

receiving item data from each of a plurality of sellers that defines a featured item for an on-line group-buying sale, wherein each seller transmits the item data over an electronic network to a computerized facility configured to conduct a plurality of on-line group-buying sales for the featured items defined by the received item data over the electronic network;

receiving sales data from each of the plurality of sellers that provides the seller's directions for the on-line group-buying sale of the featured item, wherein each seller transmits the sales data over the electronic network to the computerized facility;

storing the item data and the sales data received from each seller in a data repository, wherein the computerized facility uses received sales data to conduct the plurality of on-line group-buying sales of featured items defined by received item data;

receiving instructions for selecting an on-line group buying sale from the plurality of on-line group buying sales for a website for referring potential buyers to an on-line group buying sale;

receiving from the referring website a request for information comprising a tag associated with the referring website;

receiving exclusivity preferences from the referring website;

responsive to the request for information, the tag, ~~and~~ the instructions for selecting an on-line group buying sale, and the exclusivity preferences , using a filter to select for the referring website an on-line group buying sale from the plurality of on-line group buying sales;

generating a display associated with the selected on-line group buying sale;

generating a link to the display; and

providing the link to the referring website, whereby a potential buyer accessing the referring website can access the link, and thereby access the display associated with the selected on-line group buying sale and participate in the selected on-line group buying sale.

48. (Previously Presented) The computer program product of claim 47 wherein the request for information from the referring website contains a sales criterion, and

wherein the code for selecting for the referring website comprises code for selecting responsive to the sales criterion.

49. (Previously Presented) The computer program product of claim 48 wherein the sales criterion comprises a timing criterion.

50. (Previously Presented) The computer program product of claim 47 wherein the selected on-line group buying sale is offered exclusively to potential buyers who access the selected on-line group buying sale through the link provided to the referring website.

51. (Previously Presented) The computer product of claim 47 further comprising code for receiving instructions for displaying an on-line group buying sale from the referring website, and wherein the code for generating comprises code for generating a display responsive to the instructions for displaying.

52. (Previously Presented) The computer product of claim 51 wherein the instructions for displaying specify displaying the selected on-line group buying sale in a carousel scheme.

53. (Previously Presented) The computer product of claim 47 wherein the display comprises a link back to the referring website.

54. (Cancelled).

55. (Previously Presented) The computer program product of claim 48 wherein the sales criterion comprises a price criterion.

56. (Previously Presented) The computer program product of claim 48 wherein the sales criterion comprises an item criterion.

57. (Previously Presented) The computer product of claim 51 wherein the instructions for displaying specify displaying the selected on-line group buying sale in a random scheme.

58. (Previously Presented) The computer product of claim 51 wherein the instructions for displaying specify displaying the selected on-line group buying sale in a shuffle scheme.

Claim 59. (Cancelled)

Claim 60. (Cancelled) .

5.   Claims 39-45, 47-53 and 55-58 are allowed of which claims 39 and 47 are independent claims.

6.   The following is an examiner's statement of reasons for allowance:

With regards to claim 39, the prior art of record, alone or combined, neither teaches or render obvious a computer-implemented method for providing information from a seller about an on-line group buying sale to a website for referring potential buyers to the on-line group buying sale, the method comprising, inter alia, the steps of receiving item data from each of a plurality of sellers that defines a featured item for an on-line group-buying sale, wherein each seller transmits the item data over an electronic network to a computerized facility configured to conduct a plurality of on-line group-buying sales for the featured items defined by the received item data over the electronic network, receiving sales data from each of the plurality of sellers that provides each

seller's directions for the on-line group-buying sale of the featured item, wherein each seller transmits the sales data over the electronic network to the computerized facility, storing the item data and the sales data received from each seller in a data repository, wherein the computerized facility uses received sales data to conduct the plurality of on-line group-buying sales of featured items defined by received item data, receiving instructions for selecting an on-line group buying sale from the plurality of on-line group buying sales for a website for referring potential buyers to an on-line group buying sale, receiving from the referring website a request for information comprising a tag associated with the referring website, receiving exclusivity preferences from the referring website, responsive to the request for information, the tag, the instructions for selecting an on-line group buying sale, and the exclusivity preferences , using a filter to select for the referring website an on-line group buying sale from the plurality of on-line group buying sales, generating a display associated with the selected on-line group buying sale, generating a link to the display, and providing the link to the referring website, whereby a potential buyer accessing the referring website can access the link, and thereby access the display associated with the selected on-line group buying sale and participate in the selected on-line group buying sale.

Since the limitations of claim 47 are similar to the limitations of claim 39 the reasons for allowance for claim 47 are same as set forth above for claim 39. Reasons for allowance for all dependent claims 40-45, 48-53, 55-58 are also same as set forth above for claim 39 above.

With reference to best prior art discussion the applicant's arguments filed

9/12/2008, see pages 7-9, are persuasive and compelling that none of Pallakoff (US

Patent 6,269,343), Allsop (US Patent 5,970,372), Ross (US Patent 6,629,135) and

Lafer (US Patent 6,192,382), either alone or combined, teaches or renders obvious,

inter-alia the steps of <u>receiving from the referring website a request for information</u>

<u>comprising a tag associated with the referring website, receiving exclusivity preferences</u>

<u>from the referring website, responsive to the request for information, the tag, the</u>

<u>instructions for selecting an on-line group buying sale, and the exclusivity preferences ,</u>

<u>using a filter to select for the referring website an on-line group buying sale from the</u>

<u>plurality of on-line group buying sales, generating a display associated with the selected</u>

<u>on-line group buying sale, generating a link to the display, and providing the link to the</u>

<u>referring website, whereby a potential buyer accessing the referring website can access</u>

<u>the link, and thereby access the display associated with the selected on-line group</u>

<u>buying sale and participate in the selected on-line group buying sale.</u>

7   Any comments considered necessary by applicant must be submitted no later

than the payment of the issue fee and, to avoid processing delays, should preferably

accompany the issue fee. Such submissions should be clearly labeled "Comments on

Statement of Reasons for Allowance."

Conclusion

8   The prior art made of record and not relied upon is considered pertinent to

applicant's disclosure.

Lafer (US Patent 6,192,382), see at least Abstract) teaches a method and

system for web site construction including embedding particular tags in a stored HTML

page, and when a request for distribution of the HTML page is received from a user,

replacing each tag with content information in the form of HTML fragments previously

created based on user preference information. However, Lafer, alone or combined,

teaches or renders obvious inter-alia the steps of <u>receiving from the referring website a</u>

<u>request for information comprising a tag associated with the referring website, receiving</u>

<u>exclusivity preferences from the referring website, responsive to the request for</u>

<u>information, the tag, the instructions for selecting an on-line group buying sale, and the</u>

<u>exclusivity preferences , using a filter to select for the referring website an on-line group</u>

<u>buying sale from the plurality of on-line group buying sales, generating a display</u>

<u>associated with the selected on-line group buying sale, generating a link to the display,</u>

<u>and providing the link to the referring website, whereby a potential buyer accessing the</u>

<u>referring website can access the link, and thereby access the display associated with</u>

<u>the selected on-line group buying sale and participate in the selected on-line group</u>

<u>buying sale.</u>

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Yogesh C. Garg whose telephone number is 571-272-6756. The examiner can normally be reached on Increased Flex/Hoteling.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Yogesh C Garg/
Primary Examiner, Art Unit 3625